



# Board of Directors Meeting

January 31, 2018 | 10:00 am – 12:00 pm

EDAM Office

## MINUTES

### Attending:

Megan Barnett-Livgard, Matt Brown, Chris Eng, Erik Hansen, Jeff Rossate, Sean Sullivan (via phone), Gene Goddard, Morgan Hill, Patrick Connoy (via phone)

### Absent / Excused:

Kim Lindquist, Adam Kienberger, Christy Lewis, Erin Sparks

### Staff:

Colleen Ayers, Executive Director

Meeting called to order by Megan Barnett-Livgard at 10:05 am.

## EXECUTIVE COMMITTEE REPORT

- **Financials**

Megan noted that the Executive Committee will meet prior to each board meeting to review financials, staff hours, etc. She emphasized the importance of clear, understandable financial reporting and will work with Harrington on this. The 2017 bottom line shows a financial loss, which is largely due to two factors: paying management fees to two separate companies for October/November 2017 during the transition, and 50<sup>th</sup> anniversary items.

- **Management Hours**

Colleen stated that management time seems to be in line with what is expected during this time of the year and with the recent transition. She will continue to monitor things as the year progresses.

- **Committee Chair/Vice Chair Meetings**

This year we will begin to hold committee chair/vice chair meetings every other month, immediately following the board meeting (12:00 – 1:00 pm). All committee chairs and the Executive Committee will be asked to attend.

- **Regional EDO Meetings**

It was suggested that we should try to schedule a gathering of reps from regional EDOs, especially those outside the metro area, in conjunction with the summer conference. It was also suggested that these reps should sit on a panel for a conference session. Chris Eng volunteered to help with this, and Colleen will pass the suggestion on to the Conference Committee at their next meeting.

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### EDAM's Mission:

To champion Economic Development in Minnesota through professional development, networking, and advocacy.

### EDAM's Vision:

Be recognized as Minnesota's vibrant and professional member-driven Economic Development organization.

**Motion made and seconded to approve the December 2017 meeting minutes and financial report. Motion carried.**

### **2018 BOARD LIAISONS**

Almost every committee has a board member as chair or vice chair. In those cases, the board member/chair will serve as the board liaison. The only exception is the Conference Committee, and Gene Goddard will act as the 2018 liaison.

### **POLICIES & PROCEDURES**

It was proposed that EDAM should establish an up-to-date policies & procedures manual to capture the knowledge/history/information retained by leadership and volunteers. Megan, Matt, and Jeff will form a task force to work on this. Committees will be asked to provide a first draft of sections pertaining to their activities. Colleen will send a list of common policy areas/sample policies to Megan as a starting point. The goal is to have this done by fall 2018.

### **MNEDF REPRESENTATIVE ON EDAM BOARD**

There have been efforts in recent years to more closely align the activities of the Minnesota Economic Development Foundation and EDAM. To that end, it was proposed that EDAM update its bylaws to codify having a Foundation representative serve on the EDAM Board of Directors. This position would be appointed, and thus would circumvent the election process (would not be elected by the membership).

**Motion made and seconded to develop language to amend the bylaws to have a MNEDF member as a voting member of the EDAM Board of Directors, for review by the membership. Motion carried.**

### **PARTNERSHIP OPPORTUNITIES**

- **IEDC: Motion made and seconded to authorize Megan to sign the IEDC/EDAM MOU. Motion carried.**
- **NAIOP:** The board was in favor of Megan and Matt meeting with NAIOP to discuss opportunities for collaboration.
- **Minnesota Chamber of Commerce:** The Chamber contacted the EDAM office to ask if we would be interested in continuing the membership trade that has been in place for many years. The EDAM leadership was unaware of this arrangement. Megan will call the Chamber to let them know EDAM is not ready to swap memberships at the moment, but would be interested in discussing ways we could work together in the future.

### **CONFERENCE COMMITTEE**

The overall feedback on the conference was generally good, with the exception of the many negative comments about the lunch/keynote and facility challenges. The committee has already begun discussing ways to avoid the same issues in the future. We are generally on point financially, and the final conference financials will be included in the February board packet. It was suggested that we try to have a panel of leading gubernatorial candidates at the summer conference; Colleen will pass this on to the committee at their next meeting.

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## **EDAM U COMMITTEE**

The committee is struggling to find the best way to coordinate efforts with the Minnesota Economic Development Foundation. There is concern that if each has their own programming/initiatives, it will create confusion among those in EDAM/the economic development field. This issue will be a focus at the strategic board meeting in February.

Ryan Garcia has resigned as Vice Chair of the EDAM U Committee, and Ling Becker has volunteered to take his place.

**Motion made and seconded to approve Ling Becker as Vice Chair of the EDAM U Committee. Motion carried.**

## **EMERGING PROFESSIONALS**

This is not a formal committee, but needs more structure, and to be integrated more into the overall EDAM infrastructure. There will be further discussion about how to do this.

## **GOVERNMENT RELATIONS COMMITTEE**

March 7<sup>th</sup> is Economic Development Day at the Capitol. The committee encourages everyone to attend, even if they have no experience with lobbying.

## **MARKETING & COMMUNICATIONS COMMITTEE**

In the 2017 membership brochure, medalist members were promised a “thank you ad in a business publication,” and we need to execute that benefit. It was proposed that we run an ad in Finance & Commerce for \$1,360. The board requested more information about other options, including pricing and readership. This will be presented at the February board meeting.

## **ADJOURNMENT**

***Motion made and seconded to adjourn. The meeting was adjourned at 12:05 pm.***

## **REMINDER – UPCOMING MEETINGS:**

- Strategic Board Meeting – February 16 at WSB.
- Regular Board Meeting - February 28 at The Harrington Company.

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